

Homeowners

Detailed tables

1_1. (It's very important for me to reduce energy in my home in order to save money) How much do you agree or disagree with each of the following statements as it relates to you personally?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION				Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledg eable about environme nt/underst and Green
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners Weighted	1285	484	801	218	567	500	95	383	604	203	670	615	634
	1250	584	666	256	539	455	93*	363	588	205	655	595	615
It's very important for me to reduce energy in my home in order to save money													
Completely agree	872 70%	396 68%	476 72%	158 62%	380 71% C	333 73% C	64 69%	255 70%	416 71%	137 67%	483 74% K	388 65%	442 72%
Somewhat agree	337 27%	164 28%	173 26%	83 32% E	145 27%	108 24%	26 28%	98 27%	153 26%	60 29%	147 22%	190 32% J	155 25%
Somewhat disagree	28 2%	19 3% B	9 1%	12 5% D	6 1%	10 2%	1 1%	4 1%	13 2%	9 4% G	15 2%	13 2%	10 2%
Completely disagree	14 1%	6 1%	8 1%	3 1%	7 1%	4 1%	2 2% I	6 2%	6 1%	0 -	9 1%	5 1%	8 1%
Summary													
Top2Box - Agree	1208 97%	559 96%	649 97%	241 94%	526 98% C	441 97%	90 96%	353 97%	569 97%	197 96%	631 96%	578 97%	596 97%
Low2Box - Disagree	42 3%	25 4%	17 3%	15 6% D	13 2%	14 3%	3 4%	10 3%	19 3%	9 4%	24 4%	18 3%	18 3%

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5. Which of the following steps have you taken in your own home and life to help reduce greenhouse gases by increasing energy efficiency in the last two years?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION				Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/ understand and Green
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners Weighted	1285	484	801	218	567	500	95	383	604	203	670	615	634
	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Switched to a high efficiency heating system	360	174	186	48	162	151	28	85	193	55	225	136	193
	29%	30%	28%	19%	30% C	33% C	30%	23%	33% G	27%	34% K	23%	31%
Switched to a high efficiency cooling system	184	92	92	30	82	72	13	48	91	32	105	79	95
	15%	16%	14%	12%	15%	16%	14%	13%	15%	15%	16%	13%	15%
Added insulation	469	233	236	71	208	190	32	139	225	74	469	0	269
	38%	40%	35%	28%	39% C	42% C	34%	38%	38%	36%	72% K	-	44%
Sealed air leaks	760	345	415	123	342	295	55	223	354	128	504	256	404
	61%	59%	62%	48%	63% C	65% C	59%	61%	60%	62%	77% K	43%	66%
Turned down the heat during the winter	1041	459	582	206	455	380	67	293	507	174	562	479	525
	83%	79% A	87% A	80%	84%	84%	72%	81%	86% FG	85% F	86% K	80%	85%
Reduced my automobile usage in favour of public transit	280	132	149	77	118	85	20	68	129	63	155	125	167
	22%	23%	22%	30% DE	22%	19%	21%	19%	22%	31% GH	24%	21%	27%
Turned down the air conditioning during the summer	574	251	323	132	238	204	44	156	265	110	300	274	292
	46%	43%	49%	52%	44%	45%	47%	43%	45%	53% GH	46%	46%	48%
None of the above	50	30	21	12	20	18	2	18	24	6	8	42	13
	4%	5%	3%	5%	4%	4%	3%	5%	4%	3%	1%	7% J	2%

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6. Over the course of the last year, how much did you spend on average per month on either heating or cooling your home?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION				Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledg eable about environme nt/underst and Green
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
\$0	7 1%	5 1%	2 0	4 2% E	2 0	0 -	0 -	4 1%	3 0	0 -	1 0	6 1% J	2 0
\$1-\$50	64 5%	32 5%	32 5%	16 6%	22 4%	26 6%	5 5%	18 5%	31 5%	10 5%	34 5%	30 5%	40 6%
\$51-\$100	341 27%	160 27%	181 27%	89 35% DE	140 26%	113 25%	24 26%	95 26%	164 28%	58 28%	166 25%	175 29%	172 28%
\$101-\$200	511 41%	228 39%	283 43%	93 36%	235 44%	183 40%	41 44%	143 39%	247 42%	79 39%	269 41%	241 41%	232 38%
\$201-\$300	100 8%	49 8%	51 8%	10 4%	47 9% C	43 9% C	3 3%	29 8%	50 8%	18 9%	56 9%	44 7%	52 9%
\$301-\$400	31 2%	15 3%	16 2%	7 3%	8 1%	16 4% D	1 1%	11 3%	15 3%	4 2%	20 3%	11 2%	17 3%
\$401-\$500	15 1%	8 1%	7 1%	1 0	6 1%	8 2%	0 -	3 1%	7 1%	5 2%	7 1%	8 1%	9 1%
\$501-\$750	20 2%	14 2% B	6 1%	5 2%	8 1%	8 2%	3 3%	9 3% H	4 1%	4 2%	11 2%	9 2%	9 2%
\$751-\$1,000	33 3%	18 3%	15 2%	9 4%	16 3%	8 2%	1 2%	10 3%	17 3%	4 2%	16 3%	17 3%	19 3%
More than \$1,000	128 10%	55 9%	73 11%	22 9%	55 10%	51 11%	16 17% H	40 11%	49 8%	23 11%	75 11%	53 9%	63 10%
(Dk/Ns)	1 0	0 -	1 0	0 -	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -
Summary													
Mean	394.1	385.8	401.5	359.2	401.4	405.2	424.0	453.6	355.7	385.7	399.5	388.3	392.7
STD. DEV.	936.22	901.52	966.30	921.03	978.91	893.67	637.97	1215.04	856.51	662.92	782.77	1080.99	900.52
STD. ERR.	26.13	40.98	34.16	62.38	41.15	39.97	65.45	62.17	34.85	46.53	30.24	43.63	35.76
Median	148.46	148.40	146.27	120.31 DE	148.68	145.32	139.94 GHI	147.67 H	144.34	145.87 GH	148.93	139.98	146.25

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7.1. [Switch to a high efficiency heating system] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION				Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand and Green
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Respondents who have not switched to a high efficiency heating system	908	338	570	176	403	329	67	289	405	147	435	473	435
Weighted	889	410	479	208	377	304	65*	278	395	151	430	459	422
Yes	169 19%	74 18%	95 20%	42 20%	83 22% E	45 15%	7 11%	59 21%	79 20%	24 16%	101 23% K	69 15%	101 24%
No	720 81%	336 82%	385 80%	167 80%	294 78%	259 85% D	58 89%	220 79%	316 80%	127 84%	329 77%	391 85% J	321 76%

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7.2. [Added insulation] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION				Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand and Green
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Respondents who have not added insulation	797	285	512	156	349	292	63	233	371	130	182	615	358
Weighted	781	351	429	185	331	265	62*	225	363	131	186	595	345
Yes	156 20%	66 19%	90 21%	52 28% E	66 20%	38 14%	9 14%	41 18%	76 21%	30 23%	156 84% K	0 -	74 22%
No	625 80%	286 81%	340 79%	134 72%	265 80%	227 86% C	53 86%	184 82%	287 79%	101 77%	30 16%	595 100% J	271 78%

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7.3. [Seal air leaks] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledg eable about environme nt/underst and Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Respondents who have not sealed air leaks	493	192	301	108	211	174	38	145	237	73	147	346	216
Weighted	489	239	250	133*	197	160	38*	140	234	77*	151	339	210
Yes	254 52%	116 48%	138 55%	69 52%	107 54%	77 48%	19 51%	81 58%	117 50%	36 47%	100 66% K	154 45%	111 53%
No	235 48%	123 52%	112 45%	63 48%	90 46%	82 52%	19 49%	58 42%	117 50%	41 53%	51 34% J	185 55%	99 47%

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7.4. [Turn down the heat during the winter] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE			EDUCATION				Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledg eable about environme nt/underst and Green
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Respondents who do not turn down the heat during the winter Weighted	205	103	102	42	86	77	26	68	80	31	91	114	91
	209	125*	84*	50*	84*	75*	26**	70*	81*	32**	93*	116	90*
Yes	64 31%	31 25%	32 39% A	14 27%	29 34%	22 29%	8 32%	23 32%	20 24%	13 40%	36 39% K	28 24%	31 35%
No	145 69%	94 75% B	51 61%	37 73%	56 66%	53 71%	18 68%	47 68%	61 76%	19 60%	57 61%	88 76% J	58 65%